

Message Text

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ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----016402 301142Z /16

R 300947Z AUG 78
FM AMEMBASSY TOKYO
TO USDOC WASHDC
INFO SECSTATE WASHDC 0809

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E.O. 11652: NA
TAGS: BEXP, JA
SUBJECT: U.S. EXPORT DEVELOPMENT MISSIONS TO JAPAN:
STATUS REPORT

1. SUMMARY. FOLLOWING IS STATUS REPORT ON ADVANCE ACTIVITIES BY MISSION UNDERTAKEN DURING PERIOD ADVANCE TEAM ARRIVAL TOKYO AUGUST 12 TO AUGUST 25. FINAL WRAPUP REPORTS ON ADVANCE ACTIVITIES WILL BE PREPARED IMMEDIATELY PRIOR TO EACH ADVANCE OFFICER'S DEPARTURE FROM THE STATES. FIRM BUDGET ESTIMATES FOR EACH MISSION WILL BE INCLUDED IN WRAPUP REPORTS. IT IS ESPECIALLY NOTEWORTHY TO MENTION THE OVERWHELMING INTEREST AND SUPPORT OF THE MITI/JETRO SPECIAL COMMITTEE MEMBERS AT THE HIGHEST MANAGEMENT LEVELS AND IN THE SUB-COMMITTEE WORKING LEVELS, ALL OF WHICH SPECIFICALLY ORGANIZED TO ASSIST U.S. GOVERNMENT IN MAKING THIS MISSION PROJECT SUCCESSFUL. LIKEWISE, COOPERATION, ASSISTANCE, SUPPORT FROM AMEMBASSY TOKYO AND CONSTITUENT POSTS THROUGHOUT JAPAN HAVE BEEN OUTSTANDING AND VERY MUCH APPRECIATED BY USDOC ADVANCE TEAM. END SUMMARY.

2. FOOD PROCESSING AND PACKAGING EQUIPMENT MISSION
(A) TENTATIVE ITINERARY -- (NOTE: FOLLOWING IS TENTATIVE ITINERARY FROM WHICH ADVANCE OFFICER CURRENTLY WORKING. FINAL DAILY, HOURLY, PROGRAM WILL BE CONFIRMED
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AND REPORTED USDOC PRIOR ADVANCE OFFICER'S DEPARTURE JAPAN.)
-- OCTOBER 2, NO ACTIVITIES SCHEDULED FOLLOWING ARRIVAL AND CHECKIN HOTEL OKURA
--OCTOBER 3,4, TOKYO - MISSION HEADQUARTERED USTC, IST FL.
--OCTOBER 5,6,7, OSAKA - MISSION HEADQUARTERED KANKEIREN

HALL

--OCTOBER 8, 9, FUKUOKA
--OCTOBER 10 - NATIONAL HOLIDAY - TRAVEL TO SAPPORO
--OCTOBER 11, SAPPORO
--OCTOBER 12, 13, TOKYO - INDIVIDUAL FOLLOW-UP, DE-
BRIEFING, OFFICIAL U.S. HOSTED RECEPTION

(B) MISSION MEMBER PRODUCT CATALOGS/INFORMATIONAL MATERIALS HAVE BEEN SENT TO APPROXIMATELY 100 SELECTED JAPANESE FIRMS THUS FAR. CONFIRMED APPOINTMENTS IN TOKYO NOW TOTAL FIFTEEN.

(C) OF THE EIGHT U.S. PARTICIPANTS THIS MISSION, FOUR HAVE LOCAL AGENTS. ADVANCE OFFICER HAS MET WITH AGENTS AND IS GETTING THEIR INPUT INTO BUSINESS SCHEDULE.

(D) DURING THIS PERIOD, MITI/JETRO SUB-COMMITTEE HAS MET THREE TIMES WITH LOFQUIST. PREPARATION OF INDIVIDUAL APPOINTMENT SCHEDULES HAS BEEN GIVEN HIGHEST PRIORITY IN THESE MEETINGS AND SUBSEQUENT FOLLOWUP ACTIVITIES. JETRO PREPARING PRESS CONFERENCE TO BE HELD WEEK OF AUGUST 28 AT WHICH TIME LOFQUIST EXPECTED ADDRESS COMBINED GROUP TRADE PRESS EDITORS AND TRADE ASSOCIATION REPRESENTATIVES.

(E) LOFQUIST IN SAPPORO AUG 23-25 MAKING ADVANCE
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ARRANGEMENTS FOR MISSIONS VISIT THAT CITY, SCHEDULED HOLD PRESS INTERVIEW FRIDAY, AUG 25. HE PLANNING ADVANCE WORK OSAKA AUG 28-30.

3. ADVANCE SCIENTIFIC EQUIPMENT MISSION

(A) TENTATIVE ITINERARY;

--OCTOBER 3,4,5,6, TOKYO - HEADQUARTERED JETRO BUILDING, 9TH FL.
--OCTOBER 7-12, OSAKA - HEADQUARTERED KANKEIREN HALL
--OCTOBER 12,13, TOKYO

(B) ADVANCE OFFICER MIYAKAWA HAS HELD SEVERAL MEETINGS WITH TOP LEVEL GOJ OFFICIALS RESPONSIBLE FOR PURCHASING IN THE MEDICAL FIELD AND EXECUTIVES JAPAN ASSOCIATION OF MEDICAL EQUIPMENT INDUSTRIES, AND WITH JETRO/MITI SUBCOMMITTEE ESTABLISHED ASSIST SCIENTIFIC EQUIPMENT GROUP. AMEMBASSY FSO, FSL ASSIGNED TO MISSION, USDOC ADVANCE OFFICER, AGENTS OF MISSION PARTICIPANTS CALLED UPON A DIET MEMBER TO GAIN HIS SUPPORT IN INCLUDING SUFFICIENT FUNDS IN THE GOJ SUPPLEMENTARY BUDGET FOR

MEDICAL EQUIPMENT IMPORTS. PUBLIC HOSPITALS AND RESEARCH UNITS ARE BEING URGED TO PLACE THE ORDERS FOR U.S. EQUIPMENT TO AID IN FORMULATING THE BUDGET.

(C) ADVANCE OFFICER MIYAKAWA IN OSAKA AUGUST 23-25. WILL MEET WITH CHAIRMAN AND OFFICERS, OSAKA MEDICAL EQUIPMENT ASSOCIATION, AMONG OTHER APPOINTMENTS TO PROMOTE MISSION CONTACTS. SPECIFIC APPOINTMENTS ARE BEING

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ESTABLISHED AND MOMENTUM IS THIS DIRECTION EXPECTED
PICK-UP FIRST OF NEXT WEEK.

4. GENERAL MACHINERY MISSION

(A) TENTATIVE ITINERARY:

--OCTOBER 3-7 TOKYO - HEADQUARTERED USTC LST FL.
--OCTOBER 8-10 OSAKA - HEADQUARTERED KANKEIREN HALL
--OCTOBER 11, 12 NAGOYA
--OCTOBER 13, TOKYO

(B) ADVANCE OFFICER HUNSBERGER HAS MET SEVERAL TIMES WITH JETRO/MITI SUBCOMMITTEE AND WITH HEAD, JAPAN MACHINERY IMPORTERS ASSOC AND WITH THE LOCAL AGENTS OF THE MISSION MEMBER FIRMS, ALL OF WHOM WORKING UP CONTACT LISTS OF IMPORTANT PROSPECTS FOR BUSINESS APPOINTMENTS. TWENTY-TWO CONFIRMED APPOINTMENTS IN TOKYO FOR THIS GROUP TO DATE. HUNSBERGER ADVANCE WORK SCHEDULED OSAKA AUG 30-31, NAGOYA SEPT 1-3. AS WITH OTHER MISSIONS, INTEREST BUILDING AND GROUNDWORK DEVELOPED THROUGH PREVIOUS TWO WEEKS' CONTACTS SHOULD BEGIN SHOW SIGNIFICANT IMPACT ON APPOINTMENT SCHEDULING BEING

WEEK AUG 28.

5. OEM AUTO PARTS MISSION
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(A) TENTATIVE ITINERARY:

--OCTOBER 3-6 TOKYO. THIS MISSION WILL CALL ON MAJOR AUTO DEALER IN THEIR CORPORATE/PLANT FACILITIES AND WILL HAVE CONTROL POINT HEADQUARTERS AT HOTEL OKURA.
--OCTOBER 7 HIROSHIMA
--OCTOBER 8,9 NAGOYA
--OCTOBER 10-13 TOKYO - HEADQUARTERED USTC

(B) ALL PROMOTIONAL MATERIALS RECEIVED AND IN HANDS SUB-COMMITTEE AND JAPANESE AUTO MFRS ASSOC (JAMA).

(C) SUBCOMMITTEE/JAMA HAVE ENDORSED CONCEPT OF U.S. MISSION TRAVELING TO EACH OF SIX PRINCIPAL AUTO MANUFACTURERS FOR FULL-DAY MEETINGS WITH SENIOR PURCHASING OFFICIALS. EACH OF 20 AMERICAN PARTICIPANTS WILL HAVE OPPORTUNITY OF PRIVATE SESSIONS WITH KEY JAPANESE OFFICIALS. ADDITIONAL APPOINTMENTS BEING SCHEDULED WITH APPROPRIATE FIRMS TO MEET SPECIAL NEEDS OF CERTAIN MEMBERS. ADVANCE OFFICER MILLER BEGINS MEETINGS WITH EACH CAR MANUFACTURER TO CONFIRM ARRANGEMENTS FOR THESE MEETINGS BEGINNING AUG 28. DUE TO HIGH LEVEL OF APPOINTMENTS BEING REQUESTED, DIFFICULT TO SET UP ON SHORT NOTICE. LAST APPOINTMENT FOR ADVANCE OFFICER SCHEDULED SEPT 12, AFTER WHICH WE WILL PLAN RETURN U.S.

(D) CATALOGS RECEIVED ON ALL FIRMS EXCEPT UNIROYAL INC AIR FREIGHT SHIPMENT EXPECTED. AIRWAY BILL PROVIDED AMEMBASSY MIGHT EXPEDITE RECEIPT HERE.

(E) EXCLUSIVE 40 MINUTE INTERVIEW GIVEN BY MILLER TO UNCLASSIFIED

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AUTO NEWS DAILY, JAPAN'S VERSION U.S. AUTOMOTIVE NEWS, AUG 24. REPORTER GIVEN FULL SET MISSION MEMBERS' LITERATURE AND DRAFT MISSION PUBLICITY BROCHURE TEXT.

6. MODERN MANAGEMENT EQUIPMENT MISSION

(A) TENTATIVE ITINERARY:

-- OCTOBER 3-6 TOKYO - HEADQUARTERED USTC, 2ND FL.
--OCTOBER 6-11 OSAKA - HEADQUARTERED KANKEIREN HALL
--OCTOBER 12, 13 TOKYO

(B) ALL PRODUCT LITERATURE IN-HOUSE. ADVANCE OFFICER LEINENBACH HAS MET SEVERAL TIMES MITI/JETRO SUBCOMMITTEE, SUBCOMMITTEE OSAKA PROGRAM, LOCAL AGENTS OF MISSION PARTICIPANTS. APPOINTMENT ACTIVITIES BEING GENERATED THROUGH THESE MEETINGS EXPECTED SHOW SPECIFIC RESULTS BEGINNING AUG 28. GROUNDWORK FOR THIS ACTIVITY HAS GONE WELL. LEINENBACH, ONE OF THREE USDOC OFFICERS VISITING OSAKA AUG 23-25 TO WORK OUT DETAILS OSAKA PROGRAM. FOLLOWUP VISITS TO COMPLETE ALL FINAL ARRANGEMENTS IN OSAKA WILL BE MADE BY ADVANCE OFFICERS/MISSION COORDINATOR PRIOR DEPARTURE JAPAN, NOW ANTICIPATED INDIVIDUALS BEGINNING SEPT 9 THRU 14.

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INFO OCT-01 ISO-00 EB-08 /021 W
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FM AMEMBASSY TOKYO
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INFO SECSTATE WASHDC 0811

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7. PUBLICITY BROCHURE - TEXT FOR INDIVIDUAL MISSION BROCHURES BEING TRANSLATED INTO JAPANESE AND SUPPLIED TO PRINTER (WITH EXCEPTION SPOKESPERSONS BULK OF WHICH EXPECTED ARRIVE WITH TYRELL) FOR ESTIMATED DELIVERY SEPT 11. AT THAT TIME EXPECT TO BE DISTRIBUTED TO COMPANIES WHO HAVE CONFIRMED APPOINTMENTS AND VERY SELECTED MAILINGS OF TARGET COMPANIES TO FILL OUT APPOINTMENT SCHEDULES. WE NOT WAITING RECEIPT BROCHURES TO BEGIN SCHEDULING APPOINTMENTS. APPOINTMENTS BEING MADE NOW WITH IMPORTANT RELEVANT BUSINESS CONTACTS. BROCHURE COVER/LOGO DESIGN IS CARRIED THROUGHOUT ALL MISSION BROCHURES AND KIT COVERS FOR PRESS AND MISSION BRIEFINGS, AND SPECIAL HANDOUT MATERIALS FOR

SPOKESPERSONS GROUP. PRINTING/DESIGN ARRANGEMENTS
WERE COORDINATED THROUGH USTC DIRECTOR BOB CLARK'S OFFICE.

8. SPOKESPERSONS' TENTATIVE SCHEDULE SUBJECT SEPTEL.
JAPANESE HAVE STRONG IN-PUT INTO THIS SCHEDULE WHICH
INCLUDES MEETINGS AND ACTIVITIES HOSTED AT THE HIGHEST
LEVELS WITHIN BOTH PUBLIC AND PRIVATE SECTORS.

9. MR. TOSHIO DOKO, PRESIDENT, KEIDANREN, HAS OFFERED
TO SERVE AS HONORARY PRESIDENT OF THE WELCOMING COMMITTEE
FOR THE U.S. EXPORT DEVELOPMENT MISSIONS. THE PRESTIGE
OF MR. DOKO'S POSITION WILL DRAW THE HIGH LEVEL
ATTENTION TO THE MISSION THAT WILL ASSURE ITS
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SUCCESS.

10. IN ALL INSTANCES WEHRE JAPANESE PROVIDING
MISSION HEADQUARTERS, THIS BEING DONE AT NO EXPENSE
TO U.S. GOVERNMENT. THE COOPERATION IN THIS CONNECTION
IS UNPRECEDENTED IN ANY OTHER ACTIVITY TO DATE.

SIGNED WANDA ALE.

MANSFIELD

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Message Attributes

Automatic Decaptoning: X
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Current Classification: UNCLASSIFIED
Concepts: n/a
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Decapton Date: 01 jan 1960
Decapton Note:
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Disposition Approved on Date:
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Secure: OPEN
Status: NATIVE
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